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Digest

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Famous Players 34th Annual Report

The 34th Annual Report of the Famous Players Canadian Corp. as of Jan. 2nd, 1954, has been mailed to the shareholders of the Company, which now number 5,243, and of this number 5,122 are resident in Canada.

Notice has been given, that the Annual General Meeting, of the shareholders, will be held at the Head Office of the Company, 1200 Royal Bank Building, Toronto, on Tuesday, April 27th, 1954, at twelve o'clock (noon).

Each year, I have noted that more importance is being given to this Annual Report, which presents a Consolidated Balance Sheet, comprising the Assets and Liabilities of Famous Players Canadian Corporation Limited, and of those subsidiaries, in which the Parent Company's interest, in the stock of each subsidiary carrying voting rights represents 90% or more.

But in addition to the Statement of Assets, Liabilities and Capital, there is a good deal of information about the Company's personnel, in a variety of fields of operation, covering who is in charge, also the names of Partner-Affiliates, and where their theatres are located. There is a complete list of theatres, their towns, cities and provinces. The total number of theatres operated are 419.

This is valuable information to publish for the benefit of shareholders, for in turn, it becomes valuable publicity for the company, whose shareholders would naturally, patronize the theatres of the Company in which they own shares, particularly when the Product presented is good.

The statement of the President, Mr. John J. Fitzgibbons, C.B.E. in addition to the presentation of the 34th Annual Financial Report, summarizes conditions of operation, the financial position of the company, (Parent) and of the subsidiary companies.

There is, also, presented information governing the theatre construction policies, and as 1953 was a motion picture history-making year, with its introduction of new Equipment Processes, Mr. Fitzgibbons includes some information



J. J. FITZGIBBONS, C.B.E.
President, Famous Players Canadian Corp.

in respect to same, a subject in which theatre shareholders have a very-much-alive interest.

When the Public talk about Motion Pictures, they talk about Product, and shareholders of theatre companies know, that their dividends on their theatre investment primarily must come from the Product their company's theatres play.

Mr. Fitzgibbons has selected a number of pictures, from various companies, to present in his statement, in which he emphasizes the quality which these pictures contain, and how much Motion Picture Product has improved. Until, today, we have quite a formidable list of "superb pictures."

There are references to Telemeter, to Television, and Television Color Tube. There is quite a story on Staff and Employees' benefits, a tribute to the contributions made to management by Partner-Associates. The President's statement ends on an optimistic note. I am republishing Mr. Fitzgibbons' statement from the Annual Report, as I have only given you a brief summary of the facts and information which it contains.

There is so much in the statement which deals with the internal policies of the company, and which reveals the human note in this company's theatre operation, with its consideration for Partners, Employees, Public Relations, Public Services, Distributors' product, what makes a Company expand, what makes it prosper, that it all makes informative, as well as good reading.

"To the Shareholders of

FAMOUS PLAYERS CANADIAN CORPORATION LIMITED

"The Thirty-Fourth Annual Financial Report of your Company and its Consolidated Subsidiaries for the fiscal year ended January 2nd, 1954, is submitted herewith.

"The Consolidated net profits for the year 1953 (52 weeks) were $3,611,005 as compared with $3,480,126 for the year 1952 (53 weeks). A comparative summary of the earnings follows:

	1953	1952
Earnings from Operations	$6,821,540	$6,860,728
Depreciation	1,156,648	1,063,643
Earnings after Depreciation	$5,664,892	$5,797,085
Interest Earned	246,455	207,325
Dividends from Non-Consolidated Companies	482,115	412,829
Profit on Sale of Capital Assets (net)	74,799	188,557
Profit before Income Taxes	$6,468,261	$6,605,823
Provision for Income Taxes	2,857,256	3,125,697
Net Profits	$3,611,005	$3,480,126
Amount Earned per Common Share	$2.08	$2.00

"Your Company's share of earnings from companies which are not consolidated are taken into account only as and when received as dividends. The earnings of your Company, applicable to its shareholdings in such other Companies in 1953 were in excess of $885,000, whereas dividends received in respect thereof amounted to $482,000.

"On a comparable basis, gross box-office receipts were higher than in the previous year. The increase in receipts,

(Continued on Page 5)

JACK L. WARNER, VICE-PRESIDENT OF WARNER PICTURES, IN CHARGE OF PRODUCTION, HAS ANNOUNCED TWELVE PICTURES TO GO INTO PRODUCTION BETWEEN NOW AND EARLY SUMMER. RKO HAS ANNOUNCED SEVEN PICTURES TO GO INTO PRODUCTION BEFORE JUNE.

SPRING IS HERE!



—and your friendly Leo is full of PEP!

WOW!

That thunderous Preview acclaim at Fox Village Theatre, Westwood, Cal. for M-G-M's rousing musical **"SEVEN BRIDES FOR SEVEN BROTHERS."** (CinemaScope — Color)
—Jane Powell, Howard Keel

OH BOY!

Those M-G-M Springtime Star Hits:
"FLAME AND THE FLESH" (Technicolor)
Lana Turner, Pier Angeli, Carlos Thompson

"BETRAYED" (Color)—*Clark Gable, Lana Turner, Victor Mature, Louis Calhern*

And The Big Musical
"THE STUDENT PRINCE"
(CinemaScope — Color) — *Ann Blyth, Edmund Purdom, and the singing voice of Mario Lanza*
— And Many More!

HOORAY!

That exploitation job done in 4 test spots for M-G-M's **"PRISONER OF WAR"** playing "A" time proves that showmanship pays off!
Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka

SOCK!

That **"ROSE MARIE"** business at Radio City Music Hall *(tops "Knights of the Round Table")*. M-G-M's romantic musical in color is a springtime tonic everywhere!
(CinemaScope—Color)
Ann Blyth, Howard Keel, Fernando Lamas

WHEE!

That ever-growing acclaim for M-G-M's **"EXECUTIVE SUITE"**! Critics at advance screenings state that they've already set it in among their "10-Best of the Year."
William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

FLASH!

From Boxoffice Magazine: "M-G-M has 2 out of the TOP 3 money hits of the Winter Quarter; 'KNIGHTS OF THE ROUND TABLE' (269%), 'JULIUS CAESAR' (227%)."

MGM 30 ANNIVERSARY JUBILEE

Ray Presents



WE are all rejoicing with United Artists on the occasion of the 35th Birthday, which this company is celebrating world-wide.

Oceans of water have flowed under the United Artists' bridge, since 1919, the year of its formation.

As I look back, through the flood-gates of memory, I remember the various Presidents of this company, Oscar Price, Hiram Abrams, Al Lichtman, Mary Pickford, Joseph Schenck, etc.

Very clearly, is the picture of Hiram Abrams, who, shortly after the company was formed, April 17th, 1919, was engaged as general manager, and who, a year later, became President, remaining President up to the time of his death in 1926.

ANOTHER name which is associated in my mind with United Artists, since its formation, was Dennis O'Brien, and co-founders of the company were D. W. Griffith, Mary Pickford, Charles Chaplin, and Douglas Fairbanks.

These were not only co-founders, but equal owners of the company's shares.

The first picture which was released, under the U-A trademark, was one of Douglas Fairbanks, His Majesty, The American. It had its premiere on Oct. 24th at the Capitol Theatre, New York.

In January, 1920, Mary Pickford's, Pollyanna, was released, followed shortly by D. W. Griffith's Broken Blossoms, starring Lillian Gish and a new star Richard Barthelmess. Mary Pickford, also, produced Suds.

CHARLES CHAPLIN'S first UA picture was, Woman of Paris, released in 1923.

In the meantime, the Chaplin comedies were being released by First National, under a previous Chaplin First National Agreement.

Chaplin, wrote, directed, and produced, Woman Of Paris, starring Adolphe Menjou and Edna Purviance.

In 1920, during the first full year of the founding of the company, D. W. Griffith, produced, Way Down East, starring Lillian Gish and Richard Barthelmess, Romance, starring Doris Keane and Love Flower.

Douglas Fairbanks produced and starred in, When The Clouds Roll By, The Mollycoddle and The Mark Of Zorro.

D. W. Griffith's Birth Of A Nation, produced in 1915, and which had become an epic of the screen, was distributed by U-A.

HIRAM ABRAMS, as President, introduced percentage selling terms with Mary Pickford's first picture for U-A, Pollyanna, and to satisfy the need of a world-wide organization for a supply of product, Independent producers were offered distribution services through U-A.

A large number of independently produced product was released by U-A, to augment the releases of the owner produced pictures, the latter which were too few in number to meet the demand.

IN December, 1924, Joseph M. Schenck, became an owner-member of U-A by buying an interest in the company. This was a radical departure from the original set-up.

Joseph Schenck, who was actively engaged in the production of films, starring Buster Keaton, Norma and Constance Talmadge, brought into U-A, the pictures of Samuel Goldwyn, John Barrymore, Gloria Swanson, Corinne Griffith, Norma Talmadge.

In 1932, Walt Disney's cartoons were released, and Edward Small, Harry M. Goetz, who produced under the trademark of Reliance Films, now released through U-A.

In 1933, Twentieth Century Pictures, organized by Joseph M. Schenck, and Darryl Zanuck, Alexander Korda's London Film Productions, joined U-A. Korda's first big U-A offering was the memorable Henry VIII, starring Charles Laughton.

IN 1935, David O. Selznick joined U-A, as a producer, and produced Garden of Allah, Little Lord Fauntleroy, A Star Is Born, The Prisoner Of Zenda, and Nothing Sacred.

In June, 1935, Korda became a member-owner of the company, bringing British capital, the first to be invested, in an American film company.

Meanwhile, many changes took place in the company. Douglas Fairbanks died in 1939. David Griffith had retired from U-A in 1933, Samuel Goldwyn had withdrawn from the company, Joseph Schenck withdrew to form his own distributing company, Korda, also, withdrew. David Selznick, elected a partner, resigned from the company.

AS I remember, Mary Pickford and Charles Chaplin, produced very few pictures, and when Douglas Fairbanks died, here were three of the biggest names U-A had, non-producing.

While it was quite true, that the pictures of these three producer-stars were big box-office, there were not a sufficient number of them, to carry profitably, the expensive operation of a company as vast as U-A.

I recall, that at one time, Goldwyn was carrying the load of production, and when Goldwyn withdrew, Selznick carried the load, until U-A found itself depleted of Producers and of product.

Rumours of difficulties began to circulate, followed by rumours of the sale of the company's shares, held by Mary Pickford and Charles Chaplin.

ON February 15th, 1951, provisional management control passed into the hands of a group of men, whose names were conspicuously mentioned in the rumours, Arthur Krim, Robert Benjamin, Matthew Fox.

Arthur Krim became President, Robert Benjamin, associated with Krim, in the law firm of Phillips, Nizer, Benjamin and Krim, was named Chairman of the Board. William J. Heineman became Vice-President, in charge of distribution. Max E. Youngstein, who was formerly with Paramount Pictures, became Vice-President and Director of advertising, publicity and exploitation, Arnold Picker and Seymour Peyser are both Vice-Presidents, the latter, also General Counsel.

When these men took hold, there was nothing but hard work, and a gigantic job ahead, but there were about 31 years of the U-A trademark, a trademark which had given the Industry and the public big stars, producers, directors, big pictures and big box-office. This was an asset.

THE men, who took up the U-A challenge took off their jackets and rolled up their sleeves, for here was a job, where one would have to "sweat blood," to get the pictures for U-A, and to sell them good enough and fast enough to meet a deadline for purchase.

It is to the credit of the trade press, and the exhibitors, that they moved behind the men, who felt, that they could do the job.

Nor will we forget the spirit expressed by everyone in the Industry, who wished U-A well, and who cheered to see this company remain in business.

THE new U-A group became the owner of 8,000 U-A shares, and acquired a ten-year voting control over the remaining shares, which are equally owned by Mary Pickford and Charles Chaplin.

(Continued on Page 15)

Toronto and District

By BILL PRESS

Two Golden Reel Awards were won by releases of the National Film Board in the competition of the first meeting of the Film Councils of America at Chicago for which 430 16-mm. pictures were examined.

The pictures were "Land of the Long Day", a story of the Arctic, and "Frustrating Fours and Fascinating Fives", which had been produced for NFB by Crawley Films Limited.

Several other films of the Canadian government agency were awarded certificates of merit, including "Everybody's Handicapped" which was made for the Board by Graphic Associates of Toronto.

The Port Elmsley Drive-In, which is situated between Smiths Falls and Perth, was re-opened by L. J. Williams on April 15 for its second season, the program consisting of "Sunny Side of the Street" and "Wagon Team."

Formerly known as the Twilite, the London Drive-In started its second season under new management on April 16.

Manager George Jordan of the O'Brien Theatre at Arnprior introduced midnight shows at this house on April 18 with the playing of "Dangerous When Wet."

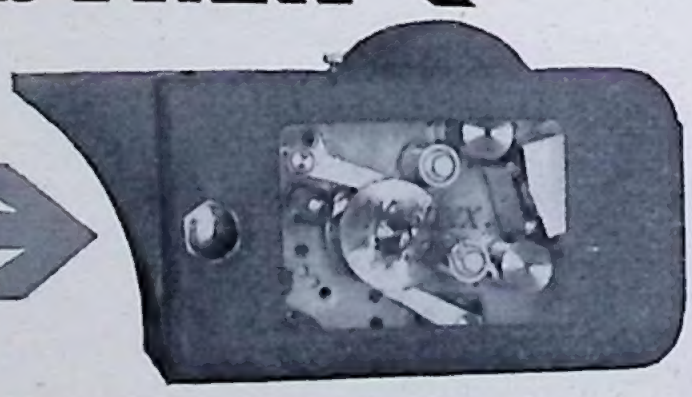
As a director of the Ontario Safety League, representing the Motion Picture Theatres Association of Ontario, Arch H. Jolley attended the luncheon of the Safety-First organization at the Royal York Hotel, Toronto, on April 13, a date which apparently holds no superstition for the league.

The fifth Cinemascope for Toronto had an auspicious start April 9 at the Odeon Theatre on Carlton Street with the playing of "King of the Khyber Rifles" following a rush job by technicians to complete the installation of the immense screen with its three backstage speakers and 23 auxiliary speakers around the auditorium for stereophonic sound.

"The Stratford Adventure," produced by the National Film Board in support of the Shakespearean Festival, had a special premiere at the Avon Theatre, a 1,000-seat unit of Premier Theatres at Stratford on April 12, followed by regular opening April 16 at the University and Eglinton Theatres, Toronto. The picture runs 40 minutes.

John Miller, of the Cinema in Hamilton, was enthused when he held over "Julius Caesar" for a third week at increased prices.

WESTREX



"PENTHOUSE" REPRODUCER

Call it a 'penthouse', 'sandwich' or 'button-on' reproducer, the Westrex is the simplest and cheapest way to get stereophonic sound reproduction from a complete print. It can be used with any modern projector or soundhead. It is small and does not interfere with operation of projection equipment. Westrex is film-pulled and requires no special lubrication or maintenance. Write or ask for complete details.

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Maritime News

HELEN CROWLEY

A preview showing of the new J. Arthur Rank production "The Kidnappers" was presented one night recently at the "Royal" Theatre, N.S. to a small select audience representing the press, radio, schools, Boy Scouts and other groups. This film will be shown later along with the "Royal Tour of New Zealand". The locale of the "Kidnappers" is Cape Breton and this picture will probably hold considerable appeal for Maritimers.

Dalhousie is advertising free movies for children on Saturday mornings in the new Legion Memorial Hall.

Mr. Frank DeCoste, operator of a 16 m.m. Drive-In Theatre is a member of Truro's first Stock-car Racing Club. The Club which will be known as the Truro Stock-car Racing Club has been formed by a group of Truro citizens. Meets will get under way with an opener on Monday, May 24th at the new Glenholme Raceway, back of the Maple Drive-In at Glenholme. Just another item to add to the list of opposition in Truro.

Mr. and Mrs. Mitchell Franklin and Mr. and Mrs. Peter Herschorn have returned from visiting Mr. and Mrs. J. M. Franklin in Miami Beach, Florida.

BROCKINGTON FLIES OVER NORTH POLE

A first-hand account of a flight by an R.C.A.F. North Star over the North Pole was broadcast Sunday, April 11, at 10.30 p.m. EST, on the CBC Trans-Canada network by *Leonard W. Brockington, Q.C.*, President of Odeon Theatres (Canada) Ltd.

Mr. Brockington returned a few weeks ago from a tour of Arctic establishments in company with the *Hon. Brooke Claxton*, Minister of National Defence, and other distinguished people. He gave an account of the whole trip which, in less than five days, took in Churchill, Resolute Bay, the North Pole, Thule in Greenland, and Goose Bay.

Famous Players

(Continued from Page 1)

however, was more than offset by an increase in film rental for advanced admission price pictures, wages, and operating expenses, the net effect being a slight decrease in operating profits as compared with the previous year.

"Depreciation writeoffs are somewhat higher than in the previous year. This reflects the conservative attitude adopted by your Company with respect to investments made in drive-in theatres and in the new forms of motion picture presentation.

FINANCIAL POSITION

"The balance sheet enclosed indicates a further substantial improvement in the financial position of your Company. At the year end, net current assets, which include $8,671,000 in cash, securities and call loans, amounted to $9,474,238, an improvement during the year of $1,279,-143. The Shareholders' equity in the business represented by capital stock and earnings retained for use in the business amounted to $29,881,397, an increase during the year of $831,690.

"Those associated Companies whose accounts are not included in the statements submitted herewith continued to make excellent progress during the year. On the balance sheet submitted herewith our investment in the share capital of such companies is carried on our books at a cost of $2,583,767. At the end of 1953 the value of these investments as represented by the net tangible assets of such companies is in excess of $6,500,-000.

"During the year your Company paid four regular quarterly dividends of 35c each and an extra dividend of 20c on its outstanding common shares. In view of the excellent financial position of your Company and the expectation of continued good business over the foreseeable future your Directors have placed the common shares on a regular quarterly dividend basis of 37½c commencing with the first quarter of 1954.

"We are pleased to note a continuing growth in the number of shareholders in the Company. At the present time these number 5,243, of which 5,122 are resident in Canada.

SUBSIDIARY COMPANIES

"Two important subsidiaries of your Company are General Theatre Supply Company Limited and Theatre Confections Limited. General Theatre Supply Company Limited markets a full line of theatre equipment and also provides service for our theatres, those operated by our associates and others. Theatre Confections Limited provides confections which are sold at bars in our theatres. The Company also services a number of outside accounts. Both organizations have sales and service branches in leading Canadian cities.

"A recent subsidiary of General Theatre Supply Company Limited is Remington Air Conditioning Co. (Canada) Ltd., for the marketing and servicing of Remington air conditioners for homes and offices. We have been developing an organization to handle the sale of these units for which we expect a substantial demand in the immediate future.

THEATRE PROGRAM

"During the year just passed your Company and its Associates continued their policy of bringing existing theatres up to present-day standards. A new theatre was built by an associated company in Deep River, Ont. We are continuing to expand our interests in drive-in theatres and at the present time, either alone or in association with others, have new drive-in theatres under way in Dartmouth, N.S., Charlottetown, P.E.I., Campbellton, N.B., and an additional one to serve the Toronto area.

"The year was a momentous one for the Motion Picture Industry. Daring innovations in connection with the production and exhibition of motion pictures were instituted. To take the best advantage of these new ideas, we and our associates expended substantial sums of money for the installation of new equipment in a number of our theatres where we desired to show 3-D and CinemaScope pictures with Stereophonic Sound.

"Paramount Pictures Corporation's newly developed system of production and presentation called VistaVision will enable us to play pictures in various dimensions in any of our theatres, regardless of their size. VistaVision requires the largest possible screens both as to height and width. Dimensional sound is optional and can be installed at a cost comparatively lower than that of other newly developed sound systems. Since most of our theatres are now equipped with the largest screens possible, we are in a very advantageous position to reap the benefits of this and other new methods of motion picture presentation.

"The New York Times, Tuesday, March 16th, 1954, quotes Dr. Herbert T. Kalmus, president and general manager of the Technicolor Corporation, after seeing VistaVision:

" 'We have never before seen pictures on so large a screen with such clarity, smoothness, visibility and freedom from grain and with full preservation of magnificent color values.'

PRODUCT

"The quality of product which we were privileged to present to the people of Canada in our theatres during the past year has shown a very substantial improvement. The schedules of the producers of motion pictures in the United States, England and Europe indicate that all of them are making a serious effort to maintain and improve that quality. Following is a partial list of the superb product which will be available to our theatres in the current season. We have already previewed many of these attractions and have found them to be outstanding. Paramount's first VistaVision picture with color by Technicolor is Irving Berlin's "White Christmas," starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen. Also from Paramount: "Bridges of Toko-Ri" (Technicolor) by James Michener and featuring William Holden, Mickey Rooney, Grace Kelly and Frederic March; in Technicolor, "Elephant Walk," starring Elizabeth Taylor and Dana Andrews; "Knock On Wood" (Technicolor) with Danny Kaye and Mai Zetterling; "Living It Up" in color by Technicolor from the famous musical comedy "Hazel Flagg" starring Dean Martin and Jerry Lewis with Janet Leigh and Sheree North; Alfred Hitchcock's production in Technicolor, "Rear Window," with James Stewart and Grace Kelly; "Sabrina Fair" which brings back to the screen Audrey Hepburn, sensational star of "Roman Holiday" with Humphrey Bogart; Bing Crosby, William Holden and Grace Kelly in "Country Girl" and "The Big Top," the second Paramount picture to be filmed in VistaVision in Technicolor with Dean Martin, Jerry Lewis and Zsa Zsa Gabor.

"From other studios we will have available for our theatres such attractions as "Brigadoon," the famed musical hit with Gene Kelly and Van Johnson in color and in CinemaScope from the Metro - Goldwyn - Mayer studios. MGM will have "Executive Suite" with an outstanding star cast including Barbara Stanwyck, William Holden, Frederic March, June Allyson and Walter Pidgeon; "The Student Prince" featuring Ann Blyth and Edmund Purdom and Robert Taylor in "The Valley of the Kings." 20th Century-Fox are producing all their top features in CinemaScope and shortly we will see "Prince Valiant" with Robert Wagner and Janet Leigh; "River of No Return" which was filmed in Canada starring Marilyn Monroe and Robert Mitchum and "Night People" with Gregory Peck. From Warner Bros. will come such features as "A Star Is Born" with Judy Garland and James Mason and the well-known play, "Dial M for Murder" with Ray Milland and Grace Kelly. Among the big attractions from Columbia will be "The Caine Mutiny" with Humphrey Bogart and Jose Ferrer.

"Feature films from overseas will include "The Pickwick Papers" with Nigel Patrick starring in the Charles Dickens classic; Jack Hawkins in "Front Page Story" with Elizabeth Allen; Orson Welles in "Three Cases of Murder" and Alastair Sim in "The Inspector Calls."

TELEMETER

"Your company has a 25-year franchise for the Canadian rights to Telemeter, the pay-as-you-see coin box device which can be attached to a television set enabling viewers to see special programs such as sporting events, etc., not shown on regular television channels. Your Company has established two subsidiary companies — Trans Canada Telemeter Limited and Telemeter (Ontario) Limited. We are pleased to announce the election of W. C. Thornton Cran as

(Continued on Page 10)

FOR PHANTASTIC GROSSES!

IT MAULS...IT RIPS...IT VANISHES!
A MAMMOTH MONSTROUS MAN-OR-CREATURE RISING OUT OF THE DEPTHS BENEATH THE CITY!



"PHANTOM OF THE RUE MORGUE"

FROM THE SHOCKING 'MURDERS IN THE RUE MORGUE' by EDGAR ALLAN POE

IN 3 DIMENSION AND WARNERCOLOR PRINT BY TECHNICOLOR

"PHANTOM OF THE RUE MORGUE" STARRING KARL MALDEN · CLAUDE DAUPHIN · PATRICIA MEDINA · STEVE FORREST

SCREEN PLAY BY HAROLD MEDFORD and JAMES R. WEBB PRODUCED BY HENRY BLANKE DIRECTED BY ROY DEL RUTH

The new sensation from WARNER BROS.

FROM WARNER BROS., OF COURSE!



MGM EXPLOITATION MEETING IN NEW YORK

At first of six regional meetings with division and field press representatives, Emery Austin, MGM exploitation manager, discusses plans for promoting "Gone With the Wind," "Executive Suite," "Student Prince," and "Brigadoon" in New York's Hotel Astor.

At the session were, left to right: Steve Pirozzi, Buffalo, N.Y.; Ed Gallner, Philadelphia; Arthur Canton, eastern division with headquarters at N.Y.; Austin; Chet Friedman, Canada; Charles Felleman, New York and Floyd Fitzsimmons, Boston.

JARO Drops Allied Artists Franchise

Frank Fisher, General Manager of the *J. Arthur Rank Film Distributors (Canada) Ltd.* has informed the *Digest* that *JARO*, who have distributed *Allied Artists* (formerly known as Monogram Pictures) for the last ten years, are not renewing their franchise with *Allied Artists*. The franchise expires on August 31st, 1954.

JARO which has 6 branch offices across Canada will continue to distribute, as before, their major source of product, the top films from many British and French studios.

Mr. Fisher, also announced, that negotiations are presently underway for the distribution in Canada of a line up of additional major product.

Frank Vaughan, who was *JARO's* Canadian General Sales Manager for the *Allied Artists* division, will remain as General Sales Manager for the *J. Arthur Rank Film Distributors (Canada) Ltd.* at the termination of the *Allied Artists* franchise.

Mr. Fisher's statement stressed the fact that out of 12 films, to be released between now and Thanksgiving, 9 were in Color. The 12 films are: "The Kidnappers" (now in release) with a Nova Scotia background, to be followed by "The Love Lottery," *Technicolor*, starring *David Niven* and "The Maggie," with *Paul Douglas*, a comedy as Scotch as "Tight Little Island," but funnier.

In June, the *Gregory Peck* picture, based on *Mark Twain's* Million Pound Note, "Man With A Million," *Technicolor*.

In August, "Doctor In The House," acclaimed in Britain, as greater than "Genevieve," in *Technicolor*. For Labor Day, "West of Zanzibar," filmed in the



FRANK FISHER

jungles of Africa, *Technicolor*, to be followed by "Forbidden Cargo," a story of British Customs fight to prevent dope smuggling via London's port.

For Thanksgiving, *Jack Hawkins* of "Cruel Sea" fame, in "The Seekers," filmed in New Zealand in Color.

Shortly after Thanksgiving, *JARO* will release "Romeo and Juliet," filmed in Verona, Italy, in *Technicolor* and another *Gregory Peck* film, in which *Peck* takes the role of a Canadian flyer in Burma, titled "Purple Plain," shot in *Technicolor*.

Mr. Fisher's statement concluded with a reiteration of continued cooperation with exhibitors and the backing up of their release schedule with a regular advertising campaign in many of Canada's national magazines and weekly papers.



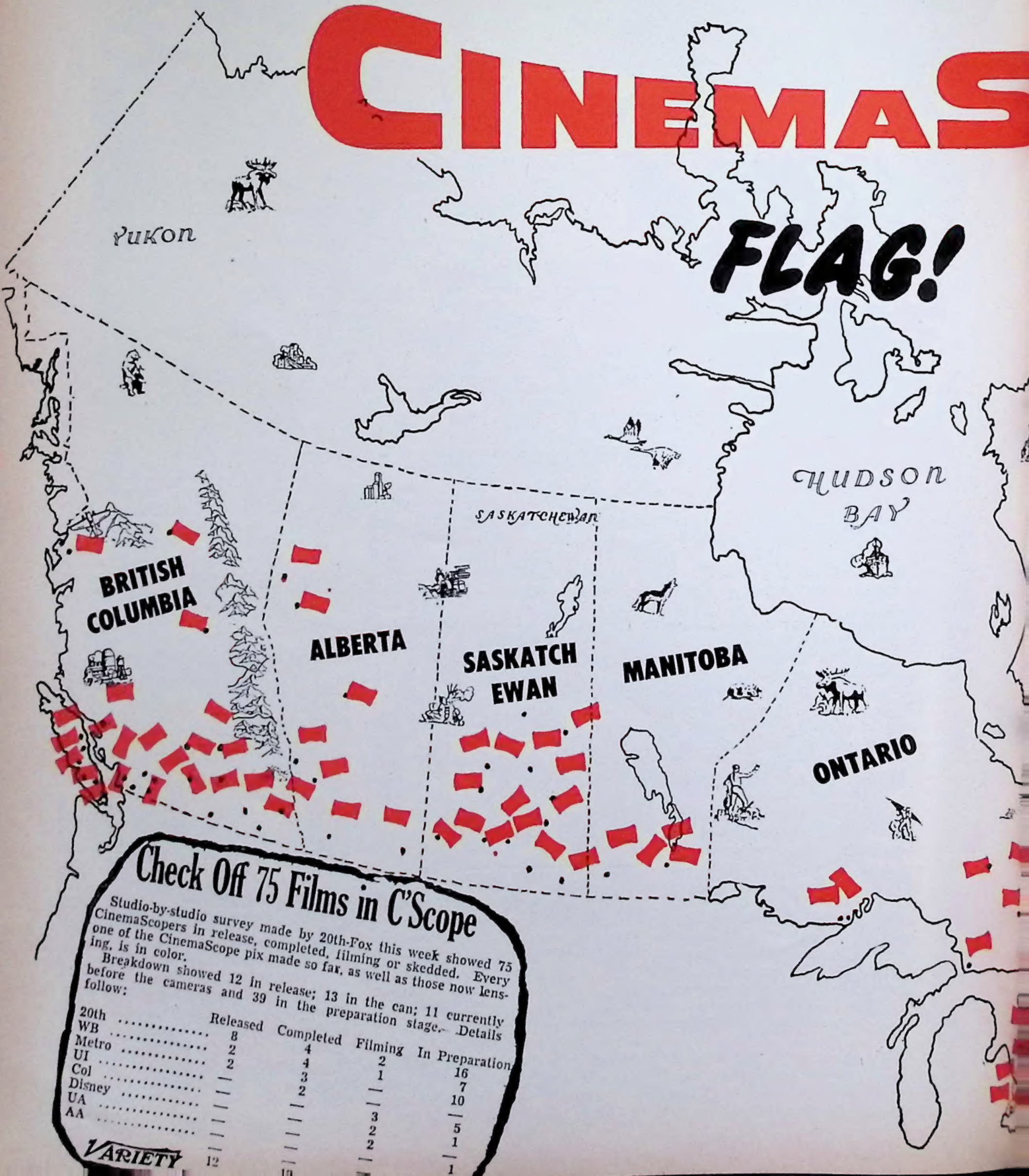
FRANK VAUGHAN

ALTSCHULER TO DIRECT SALES

The reorganization of *Republic Pictures'* sales set-up to bring its world-wide operations under the direction of a single individual was announced by *Herbert J. Yates*, president, who has just returned from a survey of the European market.

Richard Altschuler, president and foreign sales manager of *Republic International* and a vice-president of *Republic*, now will be in over-all charge of domestic distribution as well.

ALL CANADA IS CINEMAS FLAG!



Check Off 75 Films in C'Scope

Studio-by-studio survey made by 20th-Fox this week showed 75 CinemaScopers in release, completed, filming or skedded. Every one of the CinemaScope pix made so far, as well as those now lensing, is in color.

Breakdown showed 12 in release; 13 in the can; 11 currently before the cameras and 39 in the preparation stage. Details follow:

	Released	Completed	Filming	In Preparation
20th	8	4	2	16
WB	2	4	1	7
Metro	2	3	—	10
UI	—	2	—	—
Col	—	—	3	5
Disney	—	—	2	1
UA	—	—	2	—
AA	—	—	—	1
	12	13	11	39

VARIETY

VING THE

COPE

Toronto 5
London 3
Ottawa 2
Hamilton 2
Chatham 1
Niagara Falls 1
Sarnia 1
St. Kitts 1
Welland 1
Brantford 1
Belleville 1
Kingston 1
Peterboro 1
S. S. Marie 1
Sudbury 1
Windsor 1
North Bay 1
Oshawa 1
Kitchener 1
Guelph 1
Woodstock 1
St. Thomas 1
Galt 1
Cornwall 1
Timmins 1
Barrie 1
Owen Sound 1
Montreal 2
Quebec 3
Hull 2

Sherbrooke 1
St. Lambert 1
St. Johns 1
Malartic 1
Verdun 2
Mont-Joli 1
Rouyn 1

Saint John 2
Halifax 2
Sydney 1
Moncton 2
St. John's, Nfld. 1

Winnipeg 2
Regina 1
Saskatoon 2
Moose Jaw 1
Ft. William 1
Port Arthur 1
Prince Albert 1
Calgary 2
Edmonton 2
Lethbridge 1
Camrose 1
Grande Prairie 1
Medicine Hat 1

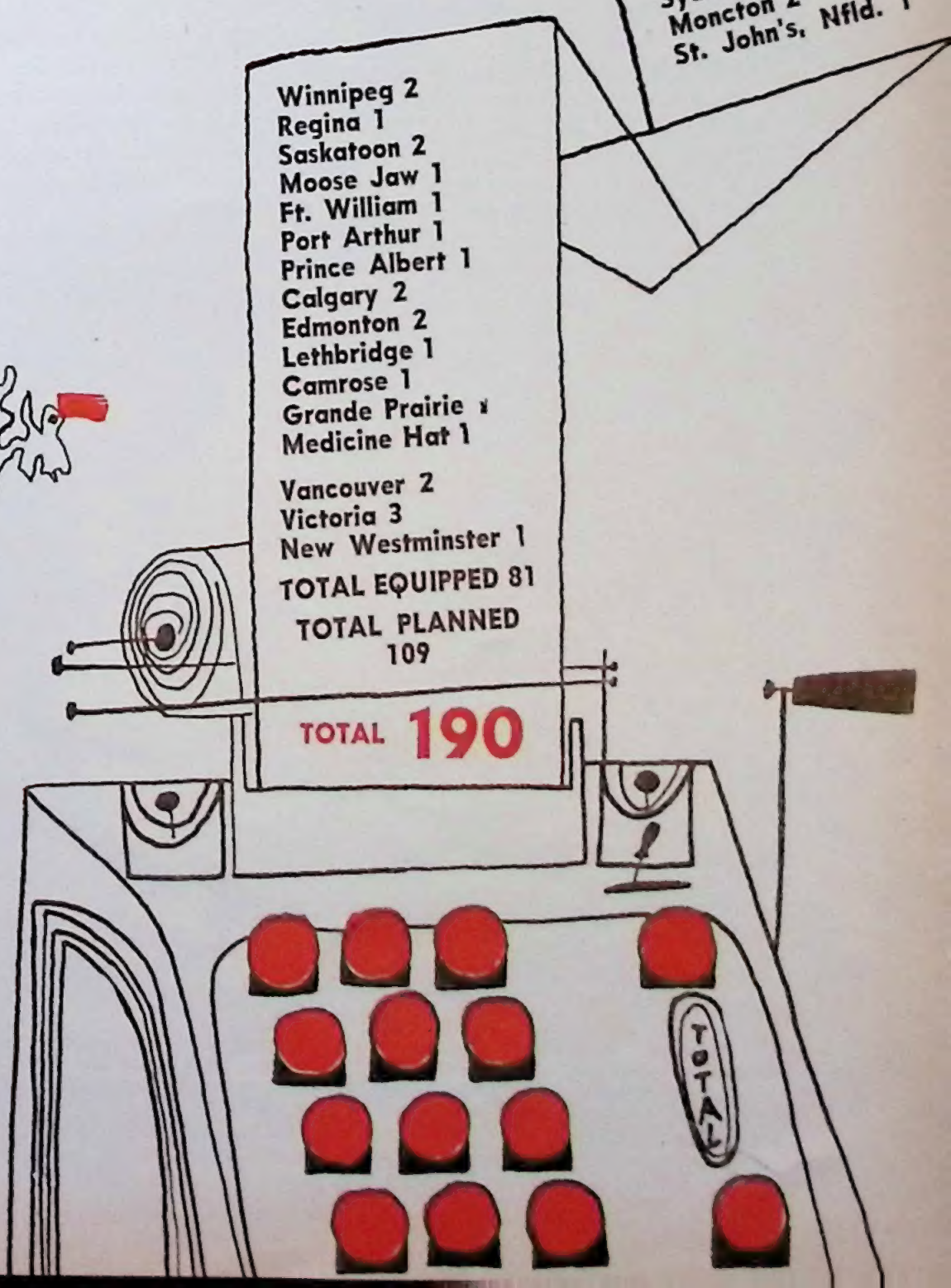
Vancouver 2
Victoria 3
New Westminster 1

TOTAL EQUIPPED 81

TOTAL PLANNED 109

TOTAL 190





Famous Players

(Continued from Page 5)

president of both companies. Mr. Cran comes to us with a wide experience in the fields of business and electronics.

TELEVISION

"Your Company has extended its services in the entertainment field by joining with local interests in Kitchener, Ontario, to establish television station CKCO-TV which has been telecasting since March 1st of this year. The station was built by Famous Players in association with Mr. Carl A. Pollock, president of the Dominion Electrohome Company and with the owners of radio station CKCR. CKCO-TV is the third independent TV station in Canada and with its opening it established a Canadian record. The station was on the air with a test pattern 20 days after it had been licensed by the Canadian Broadcasting Corporation. The technicians who operate the station were given their training in Canada and the equipment was purchased through the Canadian General Electric Company.

"In association with local interests including the present French language radio stations in Quebec City, your Company is interested in television station CFCM-TV. Construction work is well under way and the station should be on the air in May of this year. CFCM-TV will telecast predominately French language programs in addition to CBC network shows.

"Your Company has a 50% interest in each of these stations.

TELEVISION COLOR TUBE

"Your Company has acquired the exclusive rights for Canada to license the inventions of the Chromatic Television Laboratories. The color television tube developed by Chromatic is one of the three known designs of color receiving tubes for television and it is considered by tests and pre-eminent authorities to be the most promising.

"Because of the great areas yet to receive television programs, color television in Canada is in the fortunate position of not having to overcome, to the same extent, the obsolescence factor in the investments made in black and white tube television sets as it does in the U.S.

STAFF

"It is with deep regret that we record the untimely death on October 26th last of Mr. Lawrence I. Bearg, our Western Division Manager. Mr. Bearg had been associated with Famous Players since 1930. During the twenty-three years that he was with us he did much to bring our theatres in Western Canada up to the high standard which they enjoy in that part of the country.

"In line with your Company's policy of promotion from within our ranks we are fortunate to have in our own organization a worthy successor to Mr. Bearg in the person of Mr. Robert Eves, formerly Supervisor of a large group of theatres for us in the Toronto area, who started his career with us as an usher in 1927.

"We must also refer, with great sorrow, to the death on March 25th, 1954, of Mr. Peter D. Brown, president of our subsidiary companies, General Theatre Supply Company Limited and Remington Air Conditioning Co. (Canada) Ltd. Peter Brown had been with us since 1929 and was to have become a member of our 25 Year Club this year. Associated with General Theatre Supply Company Limited since its formation he made a great contribution to the success of that Company.

"The staff of Famous Players and its associated companies now totals over 7,000. On behalf of the Board of Directors I would like to express our thanks to all of the personnel — men and women — for the part that each has contributed toward the results herein reported for the year. The good relations which your Company and its associates enjoy, both within and without the Industry, are the best measure of the efficiency with which they have performed their tasks over the years.

"This year the largest group in our history joins Famous Players' 25 Year Club. These associates and employees of your Company whose names are listed in this report, joined us in 1929 and have been with us continuously for the past quarter century serving the Canadian public through your theatres.

"To the 79 new members who join the 25 Year Club in 1954 we wish to pay special tribute. These men and women have done much and are continuing to do much to add to the prestige of your Company across Canada. Our roster of 25 Year Club members now contains the names of 315 associates and employees.

EMPLOYEES' BENEFITS

"Since your Company's Hospital and Surgical Plan was installed in March 1946, 4,674 individual claims have been settled under the plan. Medical and hospital bills paid on behalf of our employees or their dependents now amount to more than $450,000. The plan has just recently been amplified to provide additional benefits for those of our employees and their dependents who may be unfortunate enough to require hospital treatment. The Company carries approximately 70% of the net premium cost of this plan which amount, to the end of 1953, represents a contribution on the part of the Company, of $393,000.

"Most of the Company's full-time employees are also protected under our Group Life Insurance Plan. Since these plans were put into effect the beneficiaries of our employees have received more than $600,000.

ASSOCIATED COMPANIES

"On the other pages of this report you will find listed the names of those who operate theatres in association with Famous Players. This report would not be complete without an acknowledgment to them of the fine contribution they are making and for the excellent advice and counsel which we receive from them

(Continued on Page 12)



"Stratford Adventure: NFB's Ma and Pa for the Stratford Adventure created a 40-minute Shakesperean adventure as powerful as and more entertaining than an Atom Bomb. Creative power exercised for beneficial and cultural use."—RAY LEWIS.

Left to right: Don Wilder, Lou Applebaum, Dr. Harry Showalter, Alf Bell, Tom Patterson, Morten Parker at the Premiere in Stratford, Ont.

BRUTAL SAVAGE FURY!

AN ALLIANCE FILMS RELEASE

JACK BRODER PRODUCTIONS

presents

LEX BARKER ★ HELEN WESTCOTT ★ LON CHANEY

IN

BATTLES OF CHIEF PONTIAC

Famous Players Annual Report

(Continued from Page 10)

from time to time.

"We are particularly pleased to announce at this time a further extension of our interests with Mr. James Purnell and Sons of Red Deer, Alberta, which operation now includes not only the theatres in Red Deer but also theatres in the towns of Bellevue, Blairmore, Coleman, Lacombe and Ponoka in Alberta and in the towns of Cranbrook and Kimberley, British Columbia.

OUTLOOK FOR 1954

"The exceptionally fine attractions available to our theatres, the public interest stimulated by new ideas in production and exhibition, and the promise of a continued present level of industrial development, indicates that we can look forward with confidence to another successful year.

"Respectfully submitted on behalf of the Board of Directors.

J. J. Fitzgibbons, President and Managing Director.

"Toronto, Ontario, March 31, 1954."

A Company does not stay in business for 34 years, starting off with a few theatres and spreading across this vast and growing country of ours, until its theatres number 419, without those who have been, and who are associated with such a Company giving their life's blood, brain-power, their cooperation and loyalty to such an enterprise.

I am appreciative of the fact, that those who are associated, or affiliated, those who are employees, may receive very good remuneration for what they give, but this does not lessen the importance of their respective gifts. Unless a Company strikes oil, or finds a gold mine, which makes an investment of a few hundred thousands grow into millions of dollars, through an Act of Providence, the steady, healthy growth of a few hundred thousands of dollars into millions of dollars reveals good leadership and management of Assets, material and human, and wonderful employee cooperation. I like to see, as expressed in the President's statement, and the other subject-matter, as published in the Annual Report, the disposition of the Famous Players Canadian Corp. to magnify the quality of cooperation which it receives.

I have often thought of various limited companies, in respect to their millions of common shareholders, and how little interest these common shareholders show in the respective companies in which they have invested. Unless someone rounds up a number for a fight, so few attend an Annual Shareholders Meeting. So few read an Annual Report as long as the Company, which sends it, is paying dividends as usual. But an Annual Report similar to the 34th Annual Report of Famous Players Canadian Corp., with its frank and revealing information, its family-touch which brings the shareholders into the Famous Family —that Report will be read, quoted and republished.

In 1945, Famous Players Canadian Corp. celebrated its 25th Anniversary, and established the 25 Year Club, the membership restricted to those associates and employees of the Company who had been members of the Company for 25 years. There are now 315 associates and employees who are active members of the 25 Year Club. There are 79 members who joined the Company in 1929, and who have become eligible for membership. This leads the number for all years up to the present.

As a shareholder of Famous Players Canadian Corp. Limited, and as a Partner-Affiliate, the editor of The Digest extends congratulations and best wishes to the officers and executives of the Company, whose fine stewardship is reflected in the 34th Annual Report.

HOLLYWOOD STUDIOS STEP-UP PRODUCTION

Warner Brothers will do its part to help increase the pace of film production, which has been lagging in Hollywood for several months. *Jack L. Warner* announced that the company had 12 pictures in preparation for filming between now and the early summer.

RKO-Radio Pictures plans to have 7 features before the cameras by the end of May and *Metro-Goldwyn-Mayer* expects to have eight under way during the same time. *Allied Artists* is getting ready to roll 23 pictures over a period of six months.

Columbia and *Universal-International* each will start about 10 pictures by July and continuing activity, on a smaller scale, is indicated by future production plans being developed at *Paramount, Twentieth Century-Fox* and *Republic Pictures.*

The total of these prospects points towards a burst of activity that easily could represent a high-point for the year. The indications are that not less than 50 pictures will be in the filming stage before July ends.

It is not clear yet what percentage will be made overseas, but three of the 12 posted by *Warners* will be filmed away from its Burbank studio. Two already are shooting, "Helen of Troy" in Italy, and "Land of the Pharaohs" in Egypt, while "Moby Dick" will be done off the Azores and in England.

DISNEY SIGNS FOR TV

Walt Disney signed an exclusive long-term contract with the *American Broadcasting Company* to become the first leading Hollywood producer to enter into formal alliance with television.

The terms of the deal call for the production annually by *Mr. Disney* of 26 *TV* shows, each of one hour in length, besides the operation of an amusement park near Los Angeles to be known as *Disneyland*. The formal announcement, made by *A.B.C.*, which is owned by *United Paramount Theatres*, said that the network has acquired also "exclusive rights to all present and future *Disney* properties for television."

Both principals avoided giving direct answer to the question whether this included television exhibition of pictures and cartoons already distributed by *Mr. Disney* to theatres or that he will make in the future primarily for theatrical exhibition.

It is understood that the deal, which will run into the multi-million bracket, ties up the *Disney* company to *A.B.C.* for a period of three years, with either having the option thereafter to renew for an additional period of four years.

The format of the *TV* shows will "involve an entirely new concept in television programming," the announcement said. It will combine, according to present plans, "use of both live action and cartoon techniques in a series of programs based on variety, adventure, romance and comedy."

MR. EXHIBITOR

! ! ! !

We now have a library of good 40-second sound trailers (adfilms) for 32 different business classifications, covering every type of merchant in your town.

We can tie in the merchant's name, slogan, etc., with appropriate voice message and **SELL** this service for you **LOCALLY** and **PROFITABLY** in English or French.

Our trailers run a full week in each theatre at every performance and we have enough **DIFFERENT** subjects to give a maximum 26-week program during the year.

For **CONSISTENT** extra revenue—at no extra cost

Write, wire or phone

FRED T. STINSON
General Manager

ADFILMS LIMITED

77 York Street
Toronto, Ont. EM. 8-8986

International Film Distributors Acquires Allied Artists Franchise

Allied Artists Pictures Corporation has concluded a franchise distribution deal with *International Film Distributors Limited* whereby the latter company will distribute all forthcoming *Allied Artists* product in Canada under the banner of *Allied Artists Productions Limited*, it was announced by *Steve Broidy*, president of *Allied Artists*.

The five-year pact becomes effective September 1, 1954 and includes Canadian distribution of 16 mm. as well as 35 mm. films.

Negotiations were conducted by *Nat Taylor*, president of *International Film Distributors Limited*, *D. V. Rosen*, general manager and *H. S. Mandell*, secretary-treasurer, and *Allied Artists* executives *George D. Burrows*, executive vice-president and treasurer, *Ed Morey*, vice-president, *Oscar Hanson*, *Allied Artists* representative in Canada, and *J. B. Lawson*, Canadian attorney.

International Film Distributors Limited, with headquarters in Toronto, has five other exchange centres in Canada, including Montreal, Saint John, Winnipeg, Vancouver and Calgary.

Prior to the new agreement *Allied Artists* product was distributed in Canada by *J. Arthur Rank Film Distributors (Canada) Limited*.



OSCAR HANSON

PERSPECTA SOUND

Arthur M. Loew, president of *Loew's International*, reported that *Warner Brothers* had completed negotiations to use the *Perspecta* sound system in its forthcoming films. *Paramount* and *M.G.M.* previously had announced plans to use the newly perfected sound system. According to *Mr. Loew*, *R.K.O.*, *Universal* and *Columbia* officials also are discussing the use of this system.

TWO IN CINEMASCOPE FROM ALLIED ARTISTS.

Twentieth Century-Fox and *Allied Artists* have entered into a joint production and distribution agreement on two pictures originally scheduled by *Allied*. These are the *Walter Wanger* film, "The Adventures of Hajji Baba," which goes before the camera this week and "The Black Prince," to be started June 15 in London. The latter will be produced personally by *Walter Mirisch*, *Allied's* executive producer.

Both pictures will be filmed in the *CinemaScope* process controlled by *Fox* and they will be distributed by that company in the Eastern Hemisphere. However, *Allied* will have sole distribution rights to "The Black Prince" in the Western Hemisphere, while *Fox* will similarly release "Hajji Baba" in the same area of the world.

It is understood that a tentative agreement for *Fox* to take over distribution in the foreign markets of *Allied's* future pictures, including those not made in *CinemaScope* was reached in recent meetings between *Steve Broidy*, president of *Allied*, and *Spyros Skouras*, president of *Fox*.

3,000 THEATRES HAVE CINEMASCOPE

The development by *Bausch & Lomb* of an improved *CinemaScope camera* lens for *Twentieth Century-Fox* and the reduction in price of *CinemaScope* attachments for theatre projectors were announced recently by *Spyros P. Skouras*, president of *Fox*, at a trade press luncheon at the Plaza Hotel, N.Y. *Fox*, *Mr. Skouras* added, is withdrawing from marketing the projection attachments and hereafter these will be sold directly through *Bausch & Lomb*.

Mr. Skouras, as well as *Earl I. Sponable* and *Herbert Bragg*, in charge of the company research department, said that the new lens would result in more realistic *CinemaScope* motion pictures.

Twentieth Century-Fox, *Mr. Skouras* continued, is dedicated to maintaining the health of the film industry and the nation's theatres, some 3,000 of which already are equipped for showing *CinemaScope* films. Every theatre, he pointed out, which has shown *CinemaScope* has made a profit and, he added, "*Fox* guarantees a profit to every exhibitor on every *CinemaScope* picture."

Despite the company's large investment in the process, *Mr. Skouras* said that *Fox* would "welcome any new invention or system that can give support to our industry" and added that his company would support any process that might prove better than *CinemaScope*.

Al Lichtman, director of distribution at *Fox*, pointed to the exceptional gross business recorded by the five *CinemaScope* features released thus far.



NAT TAYLOR

VISTAVISION DEMONSTRATION

VistaVision, *Paramount's* new wide-screen filming process, will be presented in its East Coast demonstration at the Radio City Music Hall on Tuesday, April 27, it was announced by *Barney Balaban*, president of *Paramount Pictures Corporation*. This showing is the only demonstration of *VistaVision* planned at this time.

"The demonstration," declared *Mr. Balaban*, "will show clearly the tremendous new and added clarity, brilliance and sharpness which *VistaVision* brings to the screen. With *VistaVision*, the screen takes on new meaning, new dimension, new colors, new strength; it is so different and so much more real than anything we have ever seen before that it is as though we were seeing reality on a screen for the first time in our lives. From the technical side, the showing will demonstrate the great capability and flexibility which *VistaVision* offers for large-screen presentation, and will prove the advantages of height as well as width in big-screen presentation."

The *VistaVision demonstration*, which will take approximately an hour, will begin at 8:30 a.m., to permit the Music Hall to be cleared by 10 a.m. for regular business.

THE KIDNAPPERS

The North American Premiere of the *J. Arthur Rank* production "The Kidnappers" was held Thursday night, April the 8th, under the auspices of the *Mendelssohn Choir*. Society figures from Toronto and Ontario were present and also senior executives of commerce and industry.

At the closing of the programme the whole audience in the packed Hyland Theatre rose to its feet and gave a great ovation to this motion picture. The applause was only stopped by the playing of "God Save the Queen."

The regular opening at the Hyland and Christie theatres took place on Good Friday, April the 16th.

CANADIANS ATTEND UA SALES MEETING

Charles S. Chaplin, UA's Canadian General Sales Manager will head the Canadian delegation attending a UA regional sales meeting in Chicago, April 26-27.

The Canadian contingent will be from, Vancouver, Harry Woolfe, branch manager, and Jack Braverman; Calgary, Robert Radis, branch manager and Harvey Kornberg; Winnipeg, Abe Feinstein, Branch manager, and Mort Greenberg; Toronto, George Heiber, Branch Mgr. and Irving Siegel; Montreal, S. Kunitsky, Branch Mgr. and M. Hamat and from St. John, Branch Mgr. I. Davis and W. Campbell.

PERKINS

ELECTRIC COMPANY LIMITED

SUPPLIERS OF

- Stereophonic Sound
- Anamorphic Lenses
- Wide Angle Lenses
- Wide Screens
- 3-D Equipment
- Genuine Polaroid 3-D Glasses
- "Drive-in" Sound
- Projection
- Speakers
- Pre-fabricated Screen Towers
- Concession and Playground Units

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The Easter, Toronto Parade of Shows includes Universal-International's The Glenn Miller Story, in its 8th week at the Loew's Uptown.

●

Rose Marie, MGM's musical, 5th week, Loew's, Downtown.

●

Hobson's Choice, IFD, 7th week, International Cinema.

●

Bob Hope, in Casanova's Big Night, with Joan Fontaine, Paramount, Shea's.

●

Columbia's Judy Holliday starrer, It Should Happen to You, at the University and Eglinton, also NFB's The Stratford Adventure, produced at Stratford, Ontario.

●

20th Century-Fox's CinemaScope and Stereophonic Sound, Night People, with Gregory Peck, Broderick Crawford, at the Imperial.

●

MGM's The Long, Long Trailer, Lucille Ball, Desi Arnaz, Nortown, Toronto.

●

20th Century-Fox's Gentlemen Prefer Blondes, Jane Russell, Marilyn Monroe, Tivoli and Capitol.

●

The Show of the Week, at seven Famous Players' neighborhood theatres, Bing Crosby in Little Boy Lost, and William Holden, Forever Female.

●

Odeon-Carlton, 20th Century-Fox's CinemaScope and Stereophonic Sound, King of the Khyber Rifles, 2nd week, with Tyrone Power, Terry Moore, Michael Rennie.

●

Towne Cinema, RKO, Walt Disney, The Living Desert, third week.

●

At Biltmore Theatres' downtown Savoy, and three Odeon neighborhood theatres, Danforth, Fairlawn, Humber — UA's Heidi and White Mane.

●

At the Odeon Hyland and Christie, J. Arthur Rank's The Kidnappers.

●

Casino show is headed by Tony Bennett, with the next headliner Gypsy Rose Lee.

CAPITAL STORY

By BILL McLAUGHLIN

Preview of MGM's Julius Caesar was a great success, with about 400 teachers of English from seats of learning in Ottawa and nearby Valley towns accepting manager Ernie Warren's invitation. Everyone seemed greatly impressed with the flawless production given the Bard's great tragedy by Hollywood's Metro-Goldwyn-Mayor studios, and the inspired acting and diction of its leading players. The Shakespearian classic was shown on the Elgin Theatre's wide screen but will be offered in the normal frame during the Little Elgin run.

The Auto-Sky was the first of the drive-ins to get going for the new season. Opened early in the week with Neptune's Daughter and free dinnerware as the attractions. Star-Top Drive-In, at the opposite end of the city in Eastview, re-opened on Wednesday, April 14, with two others expected to resume operations within the next few weeks.

The Ottawa Film Society brought its season to conclusion with a performance at the Regent Theatre on Sunday evening, April 10. Feature presentation was Masquerade, made in 1934 by Austrian producers and co-starring Paula Wessely and Anton Walbrook. Lead-off item was a short-story entitled "The Stranger Left No Card". Latter was made in England.

Following the custom instituted by the late Terry Lewis, who gave the town of Eastview its first and only movie house, the Eastview Theatre was closed to the public on Good Friday. Special holiday programs for the neighborhood children were presented on Saturday and Easter Monday.

The LaSalle Academy Playhouse, where the Canadian Repertory group has been staging plays for several years, was closed during Holy Week and re-opened on Easter Monday. The company headed by Amelia Hall is presently negotiating with the Ottawa Drama League for use of the Little Theatre during the season starting next Fall.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Night People (20th-Fox) CinemaScope with Gregory Peck.
SHEA'S
Casanova's Big Night (Para.) Technicolor with Bob Hope.
UNIVERSITY & EGLINTON
It Should Happen To You (Col.) with Judy Holliday.
NORTOWN
The Long, Long Trailer (MGM) Color with Lucille Ball.
ODEON-CARLTON
Second week. King of the Khyber Rifles (20th-Fox) CinemaScope and Technicolor with Tyrone Power.
UPTOWN
Eighth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.
LOEW'S
Fifth week. Rose Marie (MGM) CinemaScope and Color with Ann Blyth.
TOWNE CINEMA
Fourth week. The Living Desert (RKO) Technicolor.
HYLAND & CHRISTIE
The Kidnappers (JARO) with Vincent Winter.
DANFORTH-FAIRLAWN-HUMBER-SAVOY
Heidi (UA) and White Mane (UA).
DOWNTOWN
Border River (E-U) Technicolor and Paris Playboys (AA).

MONTREAL

PALACE
King of the Khyber Rifles (20th-Fox) CinemaScope and Technicolor with Tyrone Power.
LOEW'S
Fourth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.
PRINCESS
Dangerous Mission (RKO) Technicolor with Victor Mature.
CAPITOL
Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.
HER MAJESTY'S
La Forza Del Destino (Alliance) and The Barber of Seville (Alliance).
KENT
Second week. The Kidnappers (JARO) with Vincent Winter.
SNOWDEN-OUTREMONT-STRAND
Saskatchewan (E-U) Technicolor with Alan Ladd.
AVENUE & AVON
Pinocchio (RKO) Technicolor.
ALOUETTE
Second week. Le Retour de Don Camillo.

SAINT JOHN

PARAMOUNT
The Long, Long Trailer (MGM) Color with Lucille Ball.
CAPITOL
Casanova's Big Night (Para.) Technicolor with Bob Hope.
STRAND
Ma and Pa Kettle At Home (E-U) with Marjorie Main.

CALGARY

CAPITOL
The Long, Long Trailer (MGM) Color with Lucille Ball.
PALACE
Peter Pan (RKO) Technicolor.
GRAND
Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.
UPTOWN
Ma and Pa Kettle At Home (E-U) with Marjorie Main.
PLAZA
Decameron Nights (RKO) Technicolor with Joan Fontaine.
STRAND
Paris Playboys (AA) Pride of the Blue Grass (AA).

VANCOUVER

CAPITOL
Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck.
ORPHEUM
The Long, Long Trailer (MGM) Color with Lucille Ball.
STRAND
The Eddie Cantor Story (WB) Technicolor with Keefe Brasselle.
STUDIO
The Beggar's Opera (WB) Technicolor with Laurence Olivier.
VOGUE
King of the Khyber Rifles (20th-Fox) CinemaScope and Technicolor with Tyrone Power.
PLAZA
Yankee Pasha (E-U) Technicolor with Jeff Chandler.

FOUR DISNEYS TO RKO IN CANADA

Jack Labow, RKO Canadian General Manager, announced that *RKO Radio* has set a deal whereby four *Walt Disney* productions will be released in Canada only, by *RKO*.

The pictures are 'The Living Desert," Academy-award-winning feature-length True-Life Adventure; "Ben and Me," two -reel cartoon short; "Pinocchio," all-cartoon feature-length film, and "Toot, Whistle, Plunk and Boom," Academy-award-winning short, the first cartoon in *CinemaScope*.

"The Living Desert" and "Ben and Me" are billed together and will begin playing immediately. "Pinocchio" will be played across the entire country immediately upon the close of school in June.

Ray Presents

(*Continued from Page 3*)

My compliments to the Canadian U-A company, to Charles S. Chaplin, Canadian General-Manager, who followed the New York example, of rolling up his sleeves, to George Heiber, Toronto Branch Manager, who is an excellent right-hand man, to S. Kunitsky, Montreal Branch Manager, Abe Feinstein, Branch Manager, Winnipeg, Robert Radis, Calgary Branch Manager, I. J. Davis, St. John Branch-Manager, to Harry Woolfe, Branch-Manager of Vancouver.

Lest we forget, to the bookers, shippers, cashiers, stenographers, to the bookkeepers, film inspectors, to the whole staff, including in particular the advertising and exploitation representatives, the latter who do a grand job, in selling pictures to the exhibitor for the salesmen, and to the public for the exhibitors, our compliments.



IN CANADA

From the personnel at the
CALGARY, MONTREAL, ST. JOHN,
TORONTO, VANCOUVER AND
WINNIPEG EXCHANGES...

We wish to thank the
UA EXHIBITORS
circuit buyers and bookers
for the magnificent number of
1,215 feature playdates
April 12 to 24
and for their many years
of cooperation in helping
to make this
our 35th Anniversary year,
the greatest
in the history of

UNITED ARTISTS

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954